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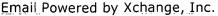
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PR Newswire

August 4, 1999

SNAP Technologies, Inc., the Makers of CollegeEdge, Changes Name to Embark.com.

#1 Internet Site for Exploring and Applying to College Expands Vision and

Opens Online Store

SAN FRANCISCO, Aug. 4 /PRNewswire/ -- SNAP Technologies, the makers of CollegeEdge, the #1 online resource for exploring and applying to college and graduate schools, today announced the renaming of the company and its Website as Embark.com (www.embark.com). The new name was selected to communicate the company's expanded mission to help individuals of all ages achieve their life-long learning and career goals.

In addition to the new name, the company also announced today the grand opening of the Embark.com online store. Users of Embark.com can now browse student-relevant product advice and conveniently purchase the many items necessary for college or graduate school.

"The Embark.com name is a better reflection of the valuable guidance we have provided since 1995 to help over ten million students set out on new educational paths and navigate the transition to college," said Young J. Shin, co-founder, president and CEO. "We also recognize that the desire to achieve goals extends beyond getting into the right college or graduate program. It includes making the right career decisions, furthering professional growth and fulfilling life-long learning aspirations. Embark.com will give people the access, tools and information they need to make these types of life choices.

"The change also reflects our company's growing influence as a global, web-based application service provider to nearly two thousand educational institutions spanning K-12, undergraduate, graduate and professional schools," he said.

Single source for students and educators

Embark.com features the most complete repository for exploring

higher education -- information on more than 6,000 accredited two and four-year higher education institutions; detailed profiles on more than 1,000 careers and majors; and comprehensive financial aid data, including information about 630,000 scholarships. The company also offers the Enrollment Services System, a customized suite of web-based management tools for university admissions professionals, and the Education and Career Opportunities System, a web-based application that helps high school administrators and quidance counselors manage students during the college and career planning process.

"I Embark"

A new personalized "I Embark" account already helps users navigate the exploration and application process, providing them with singlestep access to all their online applications, recruiter profile and communications and other ease-of-use features designed to help them achieve their personal objectives. New features will be added to "I Embark" as Embark.com expands its base of services to help people discover, choose and connect with the right institutions to reach their life-long learning and career goals at all ages.

The Embark.com store - now open

Live today, the new Embark.com store enables college and graduate school-bound individuals, as well as their families and friends, to purchase graduation gifts, care packages, and other items tailored for students. With an expansive college gear section featuring items from over 100 colleges and universities, Embark.com users can display their school with pride even before arriving on campus. College-bound students will also be able to review advice and tips about products and services ranging from credit cards to travel bookings from new Embark.com partners VISA, Capital One and United Airlines.

A new marketing campaign

To support the company's name change, Embark.com is developing its first major, multi-million dollar marketing campaign that will debut during the "back-to-school" season. The new national campaign will highlight the comprehensive information and services available at Embark.com for students transitioning to undergraduate and graduate schools.

About Embark.com

Embark.com -- formerly CollegeEdge -- is the #1 resource on the Internet for people seeking to achieve their life's aspirations. Embark.com has improved the way individuals explore and apply to school; the way universities recruit and enroll students; and the way high schools and community organizations help students achieve educational and career goals. Embark.com's partners include over 500 leading undergraduate and graduate programs around the world; thousands of high schools and community-based programs

like the Boys and Girls Clubs and TRIO programs; and leading Internet companies including Excite@Home, Lycos, Inc. and Business Week Online. Founded in 1995 and backed by Silicon Valley venture capital, Embark.com provides over 70,000 pages of content and processed more than 500,000 college- related transactions in 1998.

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